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1952/53

For Container Camellias,

LONGVIEW NURSERY

Crichton Station - Mobile, Ala.

U. S. DEPARTMENT OF AGRICULTURE

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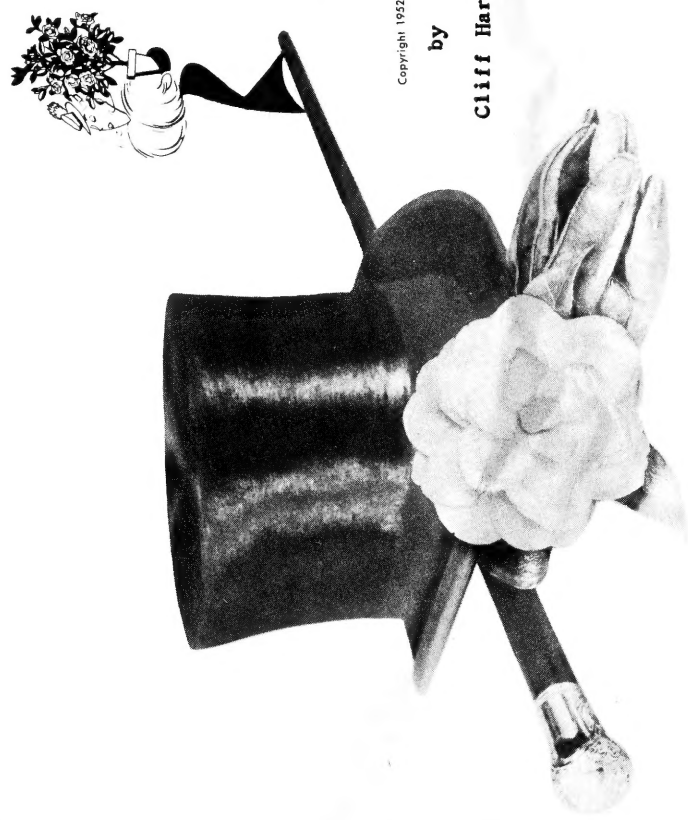
CONFESSIONS

OF AN



Alba Plena

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by

Cliff Harris

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"The True Confessions



Of An ALBA PLENA"

I am a container grown Camellia. Next month I will be eight years old and I am just reaching the age when I really feel important. Strangers call me Alba Plena, but my friends call me Alba. I can remember the day I was born very well. I was plunged waist deep into sand and peat in the hottest house I've ever been in and stayed there until I grew some white legs. Then I was gently removed from my resting place and immediately placed comfortably in a two inch clay pot. After nearly a month, when I was beginning to crowd my first home, I was expertly shifted to a No.3 pot. And I began to grow.

Before long I began sprouting some arms and it was such fun to wave them in the breeze and lap up the sun. I made friends with a lovely bush that grew next to me and it wasn't long before I knew all about the world. You see, my plant friend was then three years old and really a veteran. The summer was lots of fun and we did enjoy each other's company during the long days.

Then one day in November, just after I had been shifted to a 4 inch pot, the winds began feeling funny and all the older plants talked about something called winter. Shortly afterwards a man came up to me, picked me up, and placed me inside a most beautiful glass building. Just like that! Boy, it was nice in there where it wasn't cold. I waited anxiously for my friend to take her place beside me, but she never came. I had noticed before that she wasn't growing in a container like I was, but in my ignorance I had not yet realized that because she was growing in the ground she would have to spend the winter outdoors. The winter passed rather quickly that first year and I began feeling my oats. Around the middle of March new arms started pushing out all over me and I had the prettiest new leaves you ever saw. It was so good to be alive. About that time the man came and picked me up again and I once again occupied the space by my friend in the ground.

I was surprised when my friend related to me that she had spent a most miserable winter. It seemed such a pity to me that she had to tolerate this confinement. If she had been in a container like myself, what a joy it would have been for her to have occupied the greenhouse with me or even a cold-frame.

The years began passing and though my friend grew faster than me, I noticed after my fourth year that I was budding much better than she was. This sure made me proud, for after all, I knew by then that we were esteemed for our blooms and not vegetative growth. My flowers were just as big as hers, though my body wasn't. The man at the nursery said something about the cold hurting my friend's buds and that my fertilization could be controlled easier than hers. He said so many nice things about me.

I first met Mr. Jackson, a customer, when I was nearly five years old. He came to the nursery and began inspecting all the plants. Can you imagine my surprise when he said he wanted to buy me? They picked me up and put me in his car. Just like that! You must remember that this was in August and I had just set a good

many buds that year. The nurseryman said Mr. Jackson was pretty smart to select me at that time of year because by August our buds were already set and he could judge about how many blooms to expect. And I would have a month or two to get used to him before winter.

Right off the button I got horrible visions of my first winter spent outdoors; and I almost got sick. When the cold first came at Mr. Jackson's I had already reconciled myself to a long, frigid winter, knowing the average person couldn't afford a greenhouse. But, to my joy, he merely picked me up and took me into his house. Just like that! It seems that he had a sunporch and I was to share it during the cold months with his family. Boy, we were cozy.

In September of the following year Mr. Jackson decided he wanted some field grown Camellias to set out in his yard. And he had to rent a small trailer for ten plants that were the same age as I was. These were planted with great care and wisdom at advantageous spots in his yard. They did beautifully and were grand looking plants. At times I was tempted to become jealous. However, during the last week in November that year, a most unusual cold wave hit, which arrived without warning. When my outdoor brothers and sisters bloomed at Mr. Jackson's I knew he was disappointed. Not that he actually said anything about it, but I could see from my table on the sunporch that their centers were brown; that the cold had injured their buds.

After I did so well Mr. Jackson returned to the nursery and purchased a collection of container Camellias, and now we're a regular family. Because of shortage of space on the sunporch, several of the smaller plants spend most of the winter in cold-frames and ground pits covered with glass that Mr. Jackson built for them. And they tell me that they like it just fine--that small comfort.

While I am not as big as my country cousins in the field, I have been most capable of repaying Mr. Jackson with an ample amount of blooms. I have been shown much love and care by him and I appreciate him sharing his sunporch with me and my friends. It doesn't take a greenhouse to keep us happy.

It's when the ice is outdoors and I'm indoors that I get so happy that my big white flowers break out all over me. If I had been loved before, then I'm adored now. And you ought to see Mr. Jackson's expression.



Winter Blooming

Flowers of Regal Beauty

SOLVE YOUR CAMELLIA WINTER WORRIES!

THE ORIENT DISCOVERED THE ADVANTAGES OF GROWING CAMELLIAS IN CONTAINERS CENTURIES AGO.

CONTAINER GROWN CAMELLIAS ARE PORTABLE AND ENABLE YOU TO MOVE THEM ABOUT FOR THAT MINIMUM OF PROTECTION FROM THE EXTREMELY LOW TEMPERATURES.

WITH CONTAINER GROWN PLANTS YOU CAN DEPEND ON BLOOMS FROM YOUR CAMELLIAS.

10

FACTS ABOUT
CONTAINER
CAMELLIAS

Correct fertilization is easily maintained and less feeding is required than plants growing in the ground. This saves time and cost.

Container Camellias arrive to you in their "homes" and there is no reason for cutting their roots or allowing them to dry out.

Packaging and shipment can be done with less danger of injury to the plant.

Being portable, they enable you to move them about the garden to advantageous positions.

They solve the problem of poor soil and bad drainage conditions that exist in some yards.

THESE FACTS CONTRIBUTE TO YOUR CULTURE OF CAMELLIAS AND HELP TO ASSURE YOU MORE PLEASURE AND ENJOYMENT WHILE GROWING THEM. CONTAINER CAMELLIAS ALSO HAVE A "SHIPPING ADVANTAGE". THEY USUALLY WEIGH 4 TO 8 TIMES LESS THAN A FIELD GROWN PLANT OF THE SAME AGE. THIS FACTOR SUBTRACTS FROM THE NET DELIVERED COST OF THE PLANT.

When moving, you needn't worry about leaving your Camellias, if they are in containers.

They are blooming, evergreen shrubs for decorative schemes on terraces and patios.

By confining the roots, it is easier to develop a more shapely plant.

Protection from the elements can be done practically.

They are "Rodent-proof".

Let Christmas 1952

Be Long Remembered

Gifts of LONGVIEW Camellias

have both dignity and friendliness

Gift giving is an expression of sentiment...and sentiment is always beautiful. Just as the lover chooses the most exquisite blooms to tell his affection, so, too, should the loveliness of your gift express your regard for the recipient. The gift of a Longview Camellia will bring delight to the receiver each winter season, and gracious loveliness to one's garden or conservatory for years to come.

It would be difficult to think of any gift that could convey the holiday or anniversary greetings to a flower loving friend more eloquently than to send them a new variety of Camellia from Longview Nursery. Such a living gift would be a perpetual remembrance each season, for generations to come.

Perhaps you did not know that Camellias increase in value, year after year, generation after generation. In fact, your children's grandchildren will rejoice in your investment in Camellias....for Camellias grow old gracefully.....becoming priceless heirlooms of the future 50, 75 and 150 years hence...having a heritage of their own to be treasured year after year.....to bring sunshine in your life for your declining years.

Longview container grown Camellias have universal appeal for Christmas, anniversaries, birthdays, Easter, Father's Day, Mother's

Day, weddings, and whenever you wish to present a gift that will create interest and enjoyment to the recipient...a living memorial and a valuable legacy.

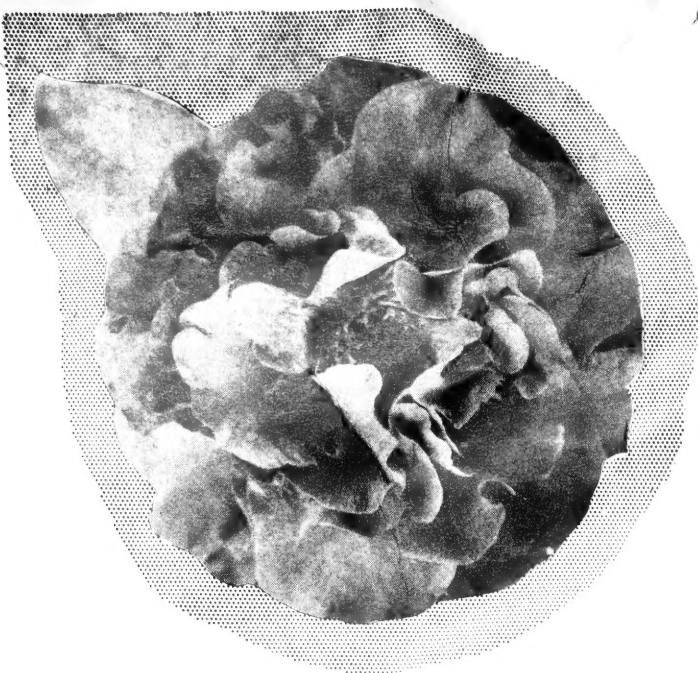
For the perfect gift, a Longview Camellia will be remembered long after the usual gifts are gone and forgotten because:

- 1 - Camellias make a hit by being different and unusual.
- 2 - Every home can be made beautiful with plants.
- 3 - Practically every home has old or used plants that need replacing.
- 4 - A nice plant is a luxury, too long forgotten.
- 5 - There are sufficient varieties and sizes to please everyone.
- 6 - It's lots of fun to give plants, as well as receive them.
- 7 - A gift of Camellias instead of money will be a cherished personal gift.



Longview Nursery
Crichton Sta. - Mobile, Ala.





Lot 107

**BLOOD
OF
CHINA**

Growing in the famous Bellingrath Gardens, near Mobile, is a Camellia that excites universal admiration when in bloom. Visitors, seeing the breath-taking beauty of this Camellia flower, marvel at its fiery color, the boldness of its large, showy buds and enormous blossoms. Here is a rare and priceless Ruby of Horticulture.

While known locally as VICTOR EMMANUEL, unimpeachable evidence found in authoritative books on Camellias, prove beyond doubt that this name is false. Rather than advertise a pseudo-"Victor Emmanuel" we prefer to sell this variety under the name BLOOD OF CHINA, by which it is known at many nurseries.

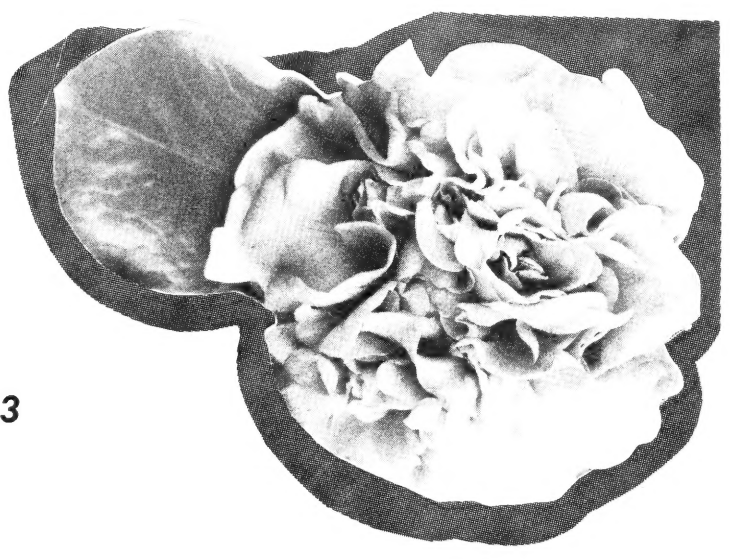
Our variety produces flowers 4 to 5 inches in diameter, comprised of many petals, irregularly shaped, twisted and curled, of loose peony or rose form. Color is deep, but brilliant salmon-red with reticulated darker veins, occasionally a few petals in center are splashed with white.

When fully opened, a short brush of golden anthered stamens adds to the harmony of color combination.

Natural period of flowering in latitude of Mobile is late January through April.

BLOOD OF CHINA blooms freely, withstanding sub-freezing weather, grows vigorously in congenial soil, making globular type specimen blooms.

42" high in 20" metal tubs. These plants have a spread of four feet and over and are 20 years old. We figure it has cost us at least \$3.25 a year to feed, water and shift each of these plants. For an excellent conservatory addition get one for.....\$75.00



Lot 33

ANNA MARIE HOVEY

Some 167 years ago the parent plant of this Camellia was imported from France to Mobile, where it has since been growing in an old Southern Garden.

Your garden is a mirror, reflecting your taste and personality. For a distinguished, formal accent, here is a Camellia that will add an atmosphere of balanced formality....reflecting an artistic dignity. An outstanding Camellia corsage flower, it is truly a beautiful variety, with splendid keeping qualities.

The blooms of Camellia ANNA MARIE HOVEY are most variable in form and color, having been known to sport six or seven distinct varieties on one plant. Blooms are full double and have both imbricated and compact peony formed flowers, 3 inches and larger in diameter.

The colors range from pure white, shell pink and softly tinted variegated types of pink and white.

To own a genuine Lot 33 is like possessing seven different distinct varieties of Camellias. It is a glinting jewel of Floriculture, blooming freely from January to March.

A seedling of the famous horticulturist, C. M. Hovey, this variety has in recent years become rare in commerce.

5 feet tall with plenty of character in 20 inch metal tubs. These plants were propagated in 1926 and are well worth the price we are asking for each of them.....\$75.00

CAMELLIA BROCHURE

This is only a partial list of the numerous varieties of Camellias grown at Longview Nursery. If interested in varieties other than offered here mail a post card with your name and address written plainly, asking for "additional Camellia lists" as published.

Our Camellias are container grown and can be shipped or transplanted any month of the year with safety. Container grown plants do not suffer a "set-back" after transplanting as in the case of field grown plants because the roots are not disturbed. There's no waiting one or two seasons for container Camellias to "catch-on".

In comparing prices note these facts: we designate age of plants, size of containers, average height, character of growth and whether or not the plants were budded at the time this list was published. Nothing is left to your imagination.



Lot 94

**MARGARET
MADSEN**

This "out of the ordinary" Camellia was originated by a Mrs. Margaret Madsen, Ocean Springs, Miss., for whom it is named. It is a seedling of Chandleri Elegans and to our knowledge has never been offered for sale commercially.

Character of growth is unusual inasmuch as the plant resembles the low growing junipers in growing habits. Compact and graceful, the diameter usually exceeds the height of this Camellia variety. An excellent type shrub for landscaping and outside color.

A remarkably winter-hardy variety that will tolerate below freezing temperatures and then bloom freely.

18-24", lightweight tarpaper containers reinforced with wire, well branched and budded, each.....\$25.00

LONGVIEW GRAFTS

Lot 132 - FRED SANDERS (Fimbriata Superba)

Large semi-double with deeply fringed petals. A late bloomer that is brilliant red, occasionally dotted with white.

18-24", 10" clay pot, well branched, grafted Feb. 1950 on 10 year old understock.....\$10.00
24-30", 12" clay pots, well branched and budded, grafted Feb. 1950 on 12 year old understock.....\$15.00
30-36", 10" clay pots and 5 gal. metal containers, well branched and budded, grafted March 1949 on 13 year old understock.....\$17.50
36-42", 5 gal. metal containers, well branched and budded, grafted March 1948 on 13 year old understock.....\$20.00

Lot 124 - WOODVILLE RED

Flowers 4½ to 5" in diameter. A full peony bloom of luscious strawberry red. An unusually fine variety, voted among top ten Camellias by the American Camellia Society.

18-24", misc. size containers, well branched and budded, grafted Feb. 1950 on 10 year old understock.....\$17.50
24-30", misc. size containers, well branched and budded, grafted Mar. 1949 on 12 year old understock.....\$19.50
30-36", 5 gal. metal containers, well branched and budded, grafted March 1949 on 20 year old understock.....\$25.00
36-42", 5 gal. metal containers, well branched and budded, grafted March 1949 on 20 year old understock.....\$30.00

Lot 54 - MARQUISE D'EXETER

Color varies from soft, satiny salmon-pink, to shades of medium salmon-rose, occasionally marked with traces of white. This variety produces double flowers which bloom from the middle of November to March. Suitable for corsage.

40-46", 10" clay pots, well branched and budded, grafted Feb. 1950 on 12 year old understock.....\$17.50

TERMS AND CONDITIONS

Being human, we prefer remittance with order. Make all checks or money orders payable to Longview Nursery.

All prices listed are net, F.O.B. our nursery. No charge for expert crating which assures safe delivery at minimum transportation cost to any part of the United States.

The offerings in this brochure are subject to fires, floods, hail, sub-freezing weather, strikes and prior sales. Previous quotations are withdrawn, please do not order from our older lists.

Customers are requested to give definite instructions concerning shipment of order. Shipment will be made by Railway Express unless otherwise specified.

SEASON 1952 - 1953

It pays to select larger or older plants since Camellias should not be allowed to bloom until five or more years old. Then, too, older plants establish themselves more quickly, requiring less cultural attention the first season.

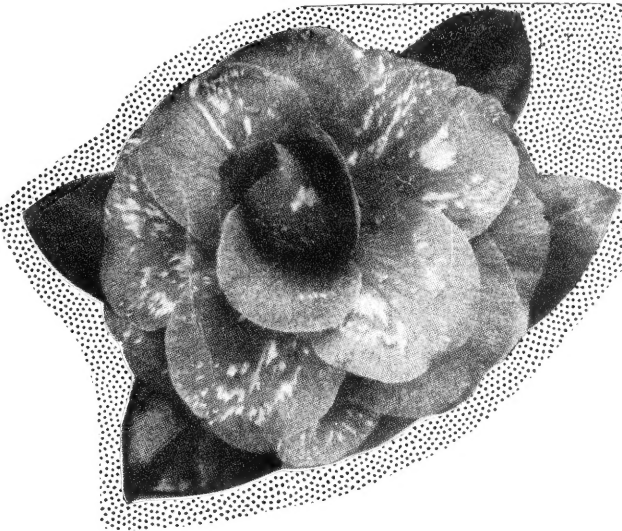
We advise you to order as early as convenient for two reasons:

- (1) In most cases our stock is limited.
- (2) By ordering early you beat the coldest weather, which in many instances delays our shipping schedules. This defeats our purpose, which is: to please you.

ALL PRICES ARE QUOTED F. O. B., MOBILE, ALABAMA

Lot 160

MATHOTIANA
VARIANT



A sport of Mathotiana Rubra, it has the same form as its parent. A very large double, symmetrical with many petals being blotched or spotted with white.

Blooms open to show stamens in warm weather, and under certain conditions petals have a purplish cast.

Among large flowering Camellias, Lot 160 has blossoms of incomparable beauty. This variety makes a glorious companion plant to be grown with the true Mathotiana Rubra because of its boldness and majestic beauty of the individual flowers.

20-30" high, 1 gal. containers, well branched and budded.....\$7.50

Have you been waiting for a suitable occasion to give a friend an unusual and nice gift? The Longview Nursery Collection of Camellias has been carefully selected to make your choosing a pleasure. We have listed the most popular colors and forms and endeavored to keep those varieties in stock that customers continually demand.

"Your quest for the best will lead you to Longview Nursery." We not only grow Camellias exclusively but we sell only Container Camellias.
GROWERS SINCE 1927

ON CONTAINER GROWN STOCK

Lot 188 - DEBUTANTE

A delicate pink peony formed flower, a variety that grows vigorously. Foliage an unusual light green, which is characteristic. An early bloomer which can be depended on for flowers.

18-24", 10" clay pots, well branched and budded, grafted March 1949 on 11 year old understock.....\$10.00
30-36", 9" clay pots, well branched and budded, grafted March 1949 on 13 year old understock.....\$15.00
36-42", 9 and 10" clay pots, well branched and budded, grafted March 1949 on 20 year old understock.....\$17.50
42-48", 5 gal. metal containers and 10" clay pots, well branched and budded, grafted March 1949 on 20 year old understock.....\$20.00

Lot 65 - NAME UNKNOWN

The small flowers of this variety develop with ease, during January and February, and tolerate a wide fluctuation of temperatures. The full rose formed blossoms often have two rose-bud centers, and when full blown, reveal minute golden anthered stamens.

18-24", 9" clay pots, well branched and budded, grafted February 1950 on 10 year old understock.....\$12.50

Lot 129 - GRANDIFLORA ALBA (Lotus)

Very large white, that resembles a water lily. Has prominent yellow stamens and sometimes crinkled petals.

24-30", 5 gal. metal containers, well branched and budded, grafted March 1950 on 10 year old understock.....\$12.50

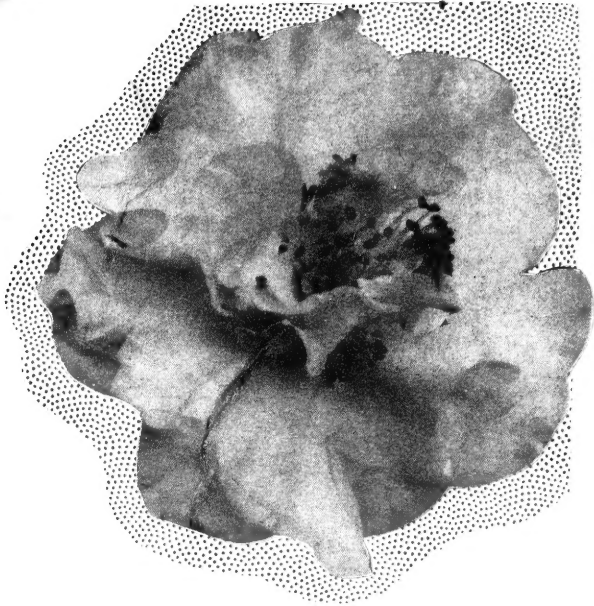
30-36", 12 " clay pots and 5 gal. metal containers, well branched & budded, grafted Feb. 1949 on 11 year old understock.....\$15.00

All claims must be made immediately upon receipt of stock. While we use every means of prompt service, we will not be responsible for delays in transit. Our responsibility ceases upon delivery in good condition to the transportation company.

We never make substitutions on orders unless instructed by the purchaser. We regret to say that our stock is limited on some of the varieties listed, and it is suggested that a second choice be so stated if desired.

The policy of Longview toward all customers is to fulfill the Golden Rule. With apologies to the wisdom of an old proverb, we are cognizant of the truth as expressed: "CUSTOMERS ARE THE PRECIOUS THINGS; Camellias are only plants." Need more be said, other than we guarantee all Longview Camellias true to name or description, age and grade ordered? In no case shall our liability be more than the original price.

Lot 304



Sold under the name of Mrs. Baldwin Wood.

The merits of this variety were first recognized in 1938, from blooms growing on a seedling plant of N. C. Madsen, Ocean Springs, Mississippi. His seedling was then 4 or 5 years old.

At that time, 25 scions were bought from Mr. Madsen, from which our present stock was propagated.

Truly a majestic bloom, this white Camellia has occasional rose stripes on twisted and curved petals. It is an open double and has approximately 45 petals, attaining 4½ to 5 inches in diameter when properly grown.

Its "free opening" bud qualities seem to be the answer to Camellia lovers residing in dry or arid areas who have difficulty in getting the white varieties to open properly.

Excellent for ladies' corsage, but impressive under any setting, this rare variety will please all Camellia enthusiasts.

Usually begins blooming in December, and continues through March.

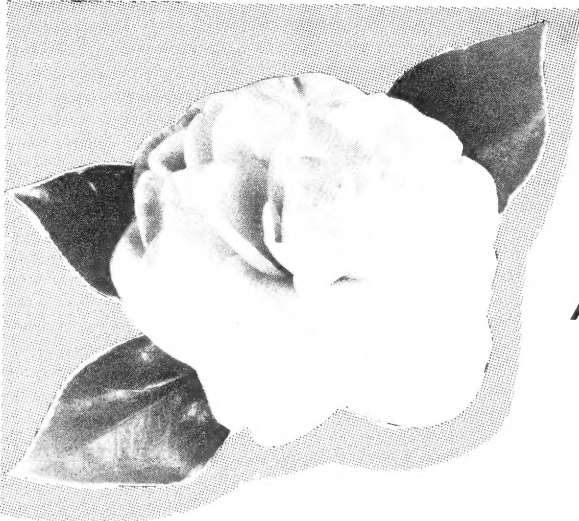
It is noteworthy that this variety is the parent plant of the popular c.j. Thelma Dale.

18-24", misc. size containers, branched and budded, grafted Feb. 1950 on 10 year old understock.....\$20.00

24-30", misc. size containers, well branched and budded, grafted Feb. 1950 on 12 year old understock.....\$25.00

30-36", misc. size containers, well branched and budded, grafted Feb. 1949 on 12 year old understock.....\$30.00

36-42", 5 gal. metal containers, well branched and budded, grafted Feb. 1949 on 15 year old understock.....\$35.00



Lot 6

ALBA PLENA

Alba Plena was brought from China to England 160 years ago by a Captain Connor of the clipper ship Carnatic East Indiaman. And for well over a century and a half this Camellia has remained the "Silk Hat" of winter floral beauty.

Except for the orchid, no other flower is so utterly artificial as an Alba Plena blossom. You have only to look at these waxen, glassy blossoms to know, or rather to imagine that they are fabricated by man and not the product of nature. The most seemingly perfect rose, when examined carefully, has its faults, but an Alba Plena flower comes out of its cocoon like a die out of a stamping machine, and defies all criticism, either technical or esthetic.

The geometrical formality....character of balance....and poise of this Camellia marks it as a glinting jewel.....a symphony of beauty and symmetry.

Alba Plena flowers reach an ultimate of 4½ inches in diameter under greenhouse culture, blooming as early as September, and continuing to April and May, if one can manage to keep the plant "cool" during the winter months.

Porcelain white in color, Victorian ideals are faithfully symbolized in this masterpiece of floriculture.

Our Alba Plenas do not have the amount of buds this season that they usually do. This was caused by the severe drouth which our section of the country tolerated this summer. We have found that any adverse condition of nature effects the white varieties worse. Most of the plants have some flower buds and these budded plants will, of course, be offered to the first orders received. However, our entire stock of Albas are highly recommended by us. They are excellent plants with plenty of character and are well worth the price we are asking.

24-30", 10" clay pots, six year old plants.....\$12.50

30-36", 10" clay pots, six year old plants.....\$15.00

